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Message Text

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PAGE 01 MADRID 07355 291619Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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FM AMEMBASSY MADRID
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INFO SECSTATE WASHDC 5142
AMEMBASSY BELGRADE
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AMCONSUL OPORTO
AMCONSUL ZAGREB
AMCONSUL SEVILLE

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E.O. 11652: N/A
TAGS: BEXP SP YO PO
SUJBECT: MINING EQUIPMENT SEMINAR MISSION, NOVEMBER 1978

REF: USDOC 10830

1. CONSULTATIONS WITH INDUSTRY CONFIRM THAT SEMINAR IS PREFERRED APPROACH FOR MISSION.

2. WE RECOMMEND THAT ALL PAPERS BE PRESENTED IN ONE DAY, BROKEN BY WORKING LUNCH HOSTED BY MISSION, AT WHICH ATTENDEES, DIVIDED BY INTEREST GROUP, WOULD BE SEATED AT TABLES WITH MISSION MEMBERS. SECOND AND THIRD DAYS WOULD BE UTILIZED FOR APPOINTMENTS AND CALLS BY INDIVIDUAL MISSION MEMBERS. THESE ACTIVITIES WOULD BE HELD IN MADRID ONLY, SINCE ALMOST ALL MINES AND DISTRIBUTORS HAVE PRINCIPAL OFFICES IN MADRID AND BECAUSE INTERESTED MINING ENGINEERS AND PRODUCTION PERSONS, ACCORDING TO INDUSTRY REPSS WOULD TRAVEL TO MADRID FOR SESSIONS. THREE FULL WORK DAYS ARE REQUIRED, THEREFORE, EXCLUDING SATURDAY WHICH COULD BE UTILIZED ONLY AS ADDITIONAL HALF-DAY FOR
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APPOINTMENTS OR CALLS.

3. WHILE DISTRIBUTORSAND OTHERS EXPRESS KEEN INTEREST IN MISSION, MISSION MEMBERS SHOULD BE AWARE OF MAJOR SWEDISH SEMINAR ON MINING EQUIPMENT EARLIER THIS YEAR AND SIMILAR MISSION BY FRENCH SCHEDULED FOR SEPTEMBER. IT IS IMPORTANT THAT MISSION PAPERS BE OF HIGH QUALITY,

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STRONGLY SUPPORTED BY VISUALS.

4. IN BROADER BRUSH, IT IS CLEAR THAT THE LEVEL OF TECHNOLOGY IN MINING EQUIPMENT MANUFACTURED IN SPAIN IS STEADILY INCREASING WHICH, TOGETHER WITH SUBSTANTIAL IMPORT DUTIES ON SIMILAR IMPORTED ITEMS, MAKES IT INCREASINGLY DIFFICULT FOR SUCH US MANUFACTURED PRODUCTS TO COMPETE SUCCESSFULLY. EXCEPT FOR PRODUCTS AVAILABLE ONLY FROM THE UNITED STATES AND FOR VERY HIGH TECHNOLOGY PRODUCTS WHICH ARE UNLIKELY TO BE MANUFACTURED IN SPAIN IN THE NEAR FUTURE, AMERICAN MANUFACTURERS SHOULD CONSIDER MANUFACTURING IN SPAIN AS A MEANS OF RETAINING THEIR POSITION IN THE SPANISH MARKET AND FOR EXPORT TO SPECIFIC THIRD COUNTRY MARKETS WHICH BECAUSE OF AFFINITY AND OTHER REASONS, CAN BE MORE EFFECTIVELY SOLD FROM SPAIN THAN FROM THE US, INCLUDING, OF COURSE, THE EEC WHICH SPAIN IS IN THE PROCESS OF BECOMING A MEMBER.

5. RE RECRUITMENT, A SPANISH DISTRIBUTOR OF US MINING EQUIPMENT (EIMCO, MR. TARGHETTA) HAS CONSULTED WITH HIS US PRINCIPALS WHO ARE VERY MUCH INTERESTED IN PARTICIPATING IN THE MISSION. PLEASE CONTACT MR. JAMES WISE, DIRECTOR INTERNATIONAL MARKETING, ENVIROTECH MINING MACHINERY GROUP, P.O. BOX 1211, SALT LAKE CITY, UTAH 84110. EATON

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